

Gabriel Gonzalez

Game Designer

A designer enthusiastic about style and meaning, who's quick to adapt to new tools. Professional experience at Electronic Arts in mobile and console game development. Over five years of industry experience in live services with multiple shipped titles. Currently based in Austin, TX.

Experience

Designer - January 2015 - Present

Electronic Arts Austin

- Acting lead designer and product owner for a Top 60 mobile title
- Concepted major updates and worked with engineer and art teams to implement and balance content
- Designed a release responsible for the highest earning content in over 18 months
- Created and maintained the development backlog and feature documentation for a release
- Managed communications between the licensor, internal, and external partners
- Mentored and quickly onboarded new designers
- Product owner certified via the Scrum Alliance
- Shipped: Multiple major and minor updates for The Simpsons: Tapped Out (iOS, Android, Amazon)

Intern - Associate Designer - September 2012 - August 2014

Electronic Arts Orlando

- Concepted, implemented, and balanced several features for Madden NFL console releases
- Improved design pipeline and assisted engineers in significantly reducing feature development costs
- Wrote commentary dialogue in collaboration with audio production and professional NFL VO talent
- Shipped: Madden NFL 25 (PS3/4, Xbox 360/One), Madden 15 (PS3/4, Xbox 360/One)

Student Design Lead - January 2012 - September 2012

FIEA @ UCF

- Concepted, pitched, and designed a large project with 28 cross-discipline developers
 - Directed and managed a team of 6 designers for 6 months
 - 1 of 3 design leads in a production track of 20 students
 - Built levels in Unreal with custom scripting, asset placement, cinematics, and hand built navmeshes
 - Project submitted and approved in the Steam Greenlight program, generating over 300 comments
 - Shipped: Battle Fortress Tortoise (PC), 6 rapid prototypes (PC)
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Education

FIEA @ UCF (Florida Interactive Entertainment Academy)

- Masters of Science, Interactive Entertainment - Production, December 2012

University of Central Florida

- Bachelor of Arts, Digital Media - Digital Interactive Systems, August 2011
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Skills

- Proficient in Engine (Unreal, Unity), Project Software (Jira, Confluence, Devtrack, Hansoft, Slack), Development Environment (Xcode, Visual Studio), Scripting Languages (XML, JSON), Revision Control (Perforce), Wireframing (Balsamiq), Flow Charts (Visio), Office Suites (OneDrive, Google Drive)
 - Engine experience includes content creation, custom navmeshes, cinematics, scripting, asset placement
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